

REMARKS/ARGUMENTS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

New Claims 27-50 are presently active in this application, Claims 1-26 having been canceled by the present Amendment.

In the outstanding Office Action the drawings were objected to as failing to comply with 37 CFR §1.84(p)(5); the Abstract and Specification were objected to as including informalities requiring correction; Claims 1-5, 7-17 and 19-26 were rejected under 35 USC §102(b) as being anticipated by Gerace (US 5,848,396); and Claims 6 and 18 were rejected under 35 USC §103(a) as being unpatentable over Gerace as applied to Claims 4 and 16 above, and further in view of Perry and Chu ("Discovering Similar Resources by Content Part-Linking).

In response to the objection to the drawings, the specification has been amended at page 51, lines 21-23 to correct the reference numeral designations stated in the specification to be consistent with those shown in the drawings. Accordingly, no changes to the drawings are necessary and the objection to the drawings is believed to have been overcome.

In response to the objection to the specification and the abstract, the informalities noted in the specification have been corrected, and a new abstract consistent with new Claim 27 has been submitted herewith. Accordingly, the grounds for objection are believed to have been overcome.

In light of the outstanding grounds for rejection on the merits, Claims 1-26 have been canceled and replaced by new Claims 27-50 which are drafted to clarify the claimed invention and thereby to more clearly distinguish over the prior art. Claims 27-50 correspond respectively to original Claims 1-2, 4-14, and 16-26, with further amendment to promote clarity. No new matter has been added.

Turning now to the merits, it is believed that a brief review of the claimed invention may be helpful.

Applicants' invention recited in Claim 27 is directed to a Web audience analyzing method. When the number of audience accessing a target web page assembly (a web page assembly as an analysis object) is small, it is difficult to gain accurate results for audience analysis by statistically analyzing the audience characteristics. To solve this problem, Claim 27 recites a method of acquiring related information designating a related page assembly which relates to the analysis object web page assembly having a sufficient audience number for executing a statistical analysis processing. Claim 27 recites that a statistical analysis result of the related page assembly is output as an estimated value of the audience characteristic of the analysis object web page assembly.

By so doing, it is possible to output the estimated value of the audience characteristic of the analysis object web page assembly even when the audience number of audience accessing a web page assembly as an analysis object is small. Analysts can use the estimated value of the audience characteristic of the analysis object web page assembly.

In contrast, Gerace is concerned with a web customizing system for individual users, and discloses a system to display advertisement objects related to a web page assembly accessed by users. Gerace does not disclose or suggest that the audience number affects the accuracy of statistical analysis for a web page assembly.

Furthermore, Gerace does not disclose or suggest acquiring a designation of a related page assembly that relates to the analysis object web page assembly with a sufficient audience number for the statistical analysis processing, executing the statistical analysis processing based on the audience characteristic of the related page assembly, and outputting the statistical analysis result of the related page assembly as an estimated value of the audience characteristic of the analysis object Web page assembly.

Accordingly, for the reasons noted, it is respectfully submitted that Claim 27 states subject matter which differs from that disclosed by Gerace in terms of objects, structures and information provided to the users.

In paragraph 7 at page 4, lines 6-7 of the outstanding Official Action, the Official Action states the position that the “analysis object is considered an ad package object that analyzes the number of times users hit/click on an ad.” However, in Claim 27 the target of the statistical analysis processing is the audience characteristic of the related page assembly and not the audience characteristic of the analysis object web page assembly itself. Thus, Applicants respectfully submit that the noted finding is in apropos in relation to Claim 27.

In paragraph 7 at page 4, lines 10-12 of the outstanding Official Action, the Official Action states the position that “the web page assembly is considered the agate data working with the Page Display Object, and the ‘analysis object’ is considered an advertisement object that is linked to a web page assembly.” However, Claim 27 recites the related page assembly which relates to the analysis object web page assembly and has a sufficient audience number for statistical analysis processing. Thus, the related page assembly of Claim 27 and the agate data do not correspond to each other, and also the analysis object web page assembly and an advertisement object do not correspond to each other.

In paragraph 7 at page 4, lines 16-17 of the outstanding Official Action, the Official Action states the position that acquiring the audience information with respect to the web page assembly “is indicated by allowing the user to customize their category of interest.” In Gerace, users customize web page contents based on their interests. However, Claim 27 does not recite that users customize their web contents or ads, but otherwise recites executing statistical analysis processing based on the audience characteristic information on the related page assembly having a sufficient audience number for statistical analysis processing and outputting the statistical analysis result of the related page assembly as an estimated value of

the audience characteristic of the analysis object Web page assembly. Thus, it is seen that the audience characteristic information recited in Claim 27 is used for statistical analysis, not for customization, and Claim 27 is therefore further distinguished over Gerace.

In paragraph 7 at page 4, lines 20-22 of the outstanding Official Action, the Official Action states the position that “audience information is considered the demographic breakdown, and analysis object is considered the ad packages.” However, Claim 27 recites executing the statistical analysis processing based on the audience characteristic information on the related page assembly having a sufficient audience number for the statistical analysis processing and outputting the statistical analysis result of the related page assembly as an estimated value of the audience characteristic of the analysis object web page assembly.

It is respectfully submitted that Gerace does not disclose or suggest these features.

Accordingly, in view of the above comments, it is respectfully submitted that new Claim 27 recites features neither disclosed nor suggested by Gerace and therefore patentably distinguishes thereover. For similar reasons, it is respectfully submitted that new independent Claims 35, 38, 46, 49 and 50, as well as the dependent claims dependent therefrom, also patentably distinguish over Gerace.

Furthermore, it is respectfully submitted that the remaining references of record do

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not cure the deficiencies of Gerace, and therefore the pending claims are in condition for formal allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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